

## Mp3 Lure - Electronic: Trip Hop



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Lure is a sexy New York blend of trip-hop, drum n' bass, world, jazz; pop and chill. "Trs urban sound space kool" "packaged and ready for radio, clubs, or the bedroom." 11 MP3 Songs ELECTRONIC: Trip Hop, POP: with Electronic Production Details: With a sexy blend of trip-hop, rock, jazz, funk, folk and even reggae, New York based LURE's debut CD seems set to carry the torch that artists such Portishead and Morcheeba lit so effectively in the 90's. Make no mistake, however, that LURE stand firmly on their own merit. Principle group members and songwriters Kristen Sampsell (vocalist and writer of all the lyrics and melodies) and Dan Yashiv (composer who has produced and co-mixed the entire album) have created a sound that is at times breathtaking because of its originality. Visually, twentysomethings, Yashiv and Sampsell, may well be pin up material but their striking looks belie the incredible wealth of musical talent the duo harbor. Yashiv, an Israeli transplant with classical music chops, cut his teeth in the Big Apple as one of the city's most respected recording engineers working on records by the likes of George Michael, Britney, Brandy and Madonna. Arizona native, Sampsell, who vocally has been compared to everyone from Sinead to Grace Slick, Tori Amos and Madonna, stands alone both as a songsmith and vocal stylist. Her melodies and words whilst at times brooding, dark and cutting have a hypnotic quality highlighted by her remarkable vocal dexterity. She possesses the innate ability to skip between octaves at will, make melodic U-turns and deliver killer one two punches on songs chorus'. With influences as diverse as Kate Bush, Liz Frazier, Lisa Gerrard, Siouxsie Sioux, Bjork, Holiday and Baez, Sampsell reveals her simplistic ethos for songwriting: "I use unstructured sound to create something as untouched and uncontrived as possible. Singing what I write is cathartic, which hopefully will interest and evoke others in the process." Musically the group's debut album, which has sold hundreds of copies before it's anticipated release and is now available online, is a smorgasbord of diversity and potential hit singles.

"Grace," tempers its bedrock of guitar and Rhodes with a striking Bond-esque string arrangement adding an unmistakable air of sophisticated cool. "Trace," juxtaposes tempos and phrasing from the almost rapped verses to the drawn out esoteric infectiousness of the chorus whilst "Opposites," is as cheeba-fied as they come. An almost country and western guitar part collides head on with electronica in a hazy, tripped out implosion. "Dissipation" hints at Bowie in his spacey mid-70's ("Station to Station") best which, of course, is no mean feat. LURE, with a full five piece band, are a staple of the New York live circuit with regular sell out shows at noted venues such as Joe's Pub, Fez and a residency at the trendy Izzy Bar. States Yashiv of the group's sound: "It's obviously a huge compliment for us to be compared to people like Portishead, Sneaker Pimps, Massive Attack, etc., but honestly, I feel our sound is more organic. That's because we're every bit as much a live act as we are a studio band. That doesn't just mean live guitars, drums, etc., the live performance Kristen tempts us with is mesmerizing, which is all part of the unique Lure experience." Adding to the band's studio gloss and truly international sound are the considerable mixing skills of Britain's Steve Lyon (Depeche Mode, The Cure) and New York's Dave Darlington (Michael Jackson, Madonna). To call LURE a phenomenon waiting to happen almost seems churlish. Ask anyone at their live show, clutching a recently purchased CD and they'll confirm, the phenomenon has already begun.

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